## ORDER

Orders Order / Rev: 718967 06355357 Alt Order #: NRCC IE Flight 10/5-10/11, 2012 Product Desc: **KPNX** Estimate: 10/05/12 - 10/11/12 Flight Dates: Primary AE: Jim Quinn Original Date / Rev: 10/03/12 / 10/03/12 Sales Office: T-PHI Order Type: Political Sales Region: NAT National Media Research Planning/ PC Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Broadcast Billing Calendar: Billing Cycle: 815 Slaters Lane EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: NRCC-IE Demographic: A35-64 New Business Thru: **Product Codes:** PL-State/Local,IS-Issue/Non 00:15:00 Order Separation: Priority: P-2 Advertiser External ID: Agency External ID: Revenue Codes: AGY, GEN, POL

Start Date	End Date	# Spots	Gross Amount	Net Amount

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/11/12	46	\$43,350.00	\$36,847.50	October 2012	46	\$43,350.00	\$36,847.50	81.10
					Totals	46	\$43,350.00	\$36.847.50	81.10

**Totals** 

## **Account Executives**

Bill Plan

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
m Quinn	I.	ı	Start Of Order - End Of Order	100%

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
1 KPNX	10/05/1	2 10/05/12	M-F 3-4p	CM	3-4p	F	:30 1	\$500.00 P-2	1.30 NM	1	\$500.00
E E.			Ellen								
ELLEN		<b>5</b> 1 <b>5</b> 1	147 1 1	0	Б.	D ::					
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10		10/07/12		- 1	\$500.00	1.30		<b>\$500.00.D.0</b>	4.40.1114		<b>#4</b> 000 00
2 KPNX	10/05/1	2 10/05/12	M-F 4-5p 12 News EVB	CM	4-5p	<b>F</b>	:30 2	\$500.00 P-2	1.10 NM	2	\$1,000.00
12 NE\	WS EVB L	_V	12 News EVB								
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10	)/01/12	10/07/12	F	2	\$500.00	1.10					
3 KPNX	10/05/1	2 10/05/12	M-F 430-5a	СМ	430-5a	F	:30 1	\$30.00 P-2	0.30 NM	1	\$30.00
			M-F 430-5a								
	S TDY 43										
	art Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>					
Week: 10		10/07/12	F	1	\$30.00	0.30					
4 KPNX	10/05/1	2 10/05/12	M-F 5-530p	CM	5-530p	F	:30 1	\$800.00 P-2	1.30 NM	1	\$800.00
40 804			M-F 5-530p								
12 NW		E. J.D.J.	M/ Ladaya	0	D-1-	Detien					
Week: 10	art Date	End Date 10/07/12	Weekdays F	Spots/Week	Rate \$800.00	Rating 1.30					
				CM	*	F	.00 4	£4 200 00 D 0	0.00 NIM	,	£4 000 00
5 KPNX	10/05/1	2 10/05/12	M-F 6-630p 12 News 6pm	CM	6-630p	F	:30 1	\$1,200.00 P-2	2.00 NM	1	\$1,200.00
ARIZ N	IGHTLY N	٧W	12 News Opin								
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10	)/01/12	10/07/12	F	1	\$1,200.00	2.00					
										_	

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**KPNX** 

Order / Rev: 718967 Advertiser: NRCC-IE

Alt Order #: 06355357

18 KPNX 10/11/12 10/11/12

06355357 Product Desc: NRCC IE Flight 10/5-10/11, 2012

Flight Dates: 10/05/12 - 10/11/12 Estimate: 3266

Ln Ch Start End	Inventory Code B	reak Start/End	Time Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
6 KPNX 10/08/12 10/08/12	M-F 3-4p C	M 3-4p	M	:30	1 \$500.00 P-2	1.30 NM	1	\$500.00
ELLEN Start Date End Date	Weekdays Spots/V	Veek Rate	Rating					
Week: 10/08/12 10/14/12	M	1 \$500.00	1.30					
7 KPNX 10/08/12 10/08/12 12 NEWS EVB LV	M-F 4-5p C 12 News EVB	M 4-5p	M	:30	2 \$500.00 P-2	1.10 NM	2	\$1,000.00
Start Date Week: 10/08/12	Weekdays Spots/V	Veek Rate 2 \$500.00	Rating 1.10					
8 KPNX 10/08/12 10/08/12	M-F 430-5a C	•	M	:30	1 \$30.00 P-2	0.30 NM	1	\$30.00
12NWS TDY 430A<	W 1 400 00							
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 <u>10/14/12</u>	Weekdays Spots/V	<u>Neek</u> <u>Rate</u> 1 \$30.00	Rating 0.30					
9 KPNX 10/08/12 10/08/12	M-F 5-530p C M-F 5-530p	M 5-530p	М	:30	1 \$800.00 P-2	1.30 NM	1	\$800.00
12 NWS 5			5					
Start Date End Date Week: 10/08/12 10/14/12	Weekdays Spots/V	<u>Veek</u> <u>Rate</u> 1 \$800.00	Rating 1.30			- 1		
10 KPNX 10/08/12 10/08/12	M-F 6-630p C 12 News 6pm		M	:30	1 \$1,200.00 P-2	2.00 NM	1	\$1,200.00
ARIZ NGHTLY NW	·							
Start Date         End Date           Week: 10/08/12         10/14/12	Weekdays Spots/V M	1 \$1,200.00	Rating 2.00					
11 KPNX 10/08/12 10/08/12	M-F Today Show 7-9a C NBC Today Show	M 7-9a	M	:30	1 \$850.00 P-2	1.70 NM	1	\$850.00
TODAY SHW Start Date End Date	Weekdays Spots/V	Veek Rate	Rating			- 1		
Week: 10/08/12 10/14/12	M	1 \$850.00	1.70					
12 KPNX 10/06/12 10/06/12	Sa 10pm News C Sa 10pm News	M 10-1030p	S-	:30	1 \$2,400.00 P-2	3.90 NM	1	\$2,400.00
12 NWS 10<								
Start Date End Date Week: 10/01/12 10/07/12	Weekdays Spots/V	<u>Veek</u> <u>Rate</u> 1 \$2,400.00	Rating 3.90			· ·		
13 KPNX 10/06/12 10/06/12	Saturday Night Live C	M 1030p-1209 (10:30 PM-	5aS-	:30	1 \$2,200.00 P-2	4.30 NM	1	\$2,200.00
SAT NITE LIVE	Oatarday Might Live	(10.301 W	12.00 AW)					
Start Date         End Date           Week: 10/01/12         10/07/12	Weekdays Spots/V	<u>Neek</u> <u>Rate</u> 1 \$2,200.00	Rating 4.30					
14 KPNX 10/06/12 10/06/12	Local Prime Special C Wacked Out Sports	M 830-9p (8:00 PM-9:	S- :00 PM)	:30	2 \$1,200.00 P-2	2.30 NM	2	\$2,400.00
DRAMA ENCORES								
<u>Start Date</u> <u>End Date</u> Week: 10/01/12 10/07/12	Weekdays Spots/V	Veek Rate 2 \$1,200.00	Rating 2.30					
15 KPNX 10/06/12 10/06/12	Sat Prime C C Dateline	M 9-10p	S-	:30	2 \$1,200.00 P-2	1.90 NM	2	\$2,400.00
DRAMA ENCORES		Vasle Data	Detion					
Start Date End Date Week: 10/01/12 End Date 10/07/12	Weekdays Spots/V	<u>Veek</u> <u>Rate</u> 2 \$1,200.00	Rating 1.90					
16 KPNX 10/07/12 10/07/12	SUN TDY C NBC Today Show (Su)	M 5-9a	S	:30	2 \$450.00 P-2	1.10 NM	2	\$900.00
SUN TODAY-NBC		V1- 5 :	D-d'					
Start Date         End Date           Week: 10/01/12         10/07/12	Weekdays Spots/V	2 \$450.00	Rating 1.10					
17 KPNX 10/07/12 10/07/12	Local Prime Special C Connecting Arizona	M 9-10p (9:00 PM-10	S 0:00 PM)	:30	2 \$2,000.00 P-2	4.10 NM	2	\$4,000.00
DATELINE Start Date End Date	Weekdays Spots/V	Veek Rate	Rating					
Week: 10/01/12 10/07/12	S	2 \$2,000.00	4.10					

CM

3-4p

- - - T- - -

:30

\$500.00 P-2

\$500.00

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**KPNX** 

Order / Rev: 718967

Advertiser: NRCC-IE

Alt Order #:

06355357

Product Desc:

Estimate:

NRCC IE Flight 10/5-10/11, 2012

10/05/12 - 10/11/12 Flight Dates:

3266

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots M-F 3-4p Ellen **ELLEN** Start Date **End Date** Weekdays Spots/Week Rate Rating - - - T- - -Week: 10/08/12 10/14/12 \$500.00 1.30 19 KPNX 10/11/12 10/11/12 M-F 4-5p СМ 4-5p - - - T- - -:30 \$500.00 P-2 1.10 NM 2 \$1.000.00 12 News EVB 12 NEWS EVB LV Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 - - - T- - -\$500.00 1.10 20 KPNX 10/11/12 10/11/12 M-F 430-5a СМ 430-5a - - - T- - -:30 1 \$30.00 P-2 0.30 NM \$30.00 M-F 430-5a 12NWS TDY 430A< Start Date **End Date** Weekdays Spots/Week Rate Rating 10/14/12 - - - T- - -0.30 Week: 10/08/12 \$30.00 21 KPNX 10/11/12 10/11/12 M-F 5-530p CM 5-530p ---T---:30 \$800.00 P-2 1.30 NM \$800.00 M-F 5-530p 12 NWS 5 Weekdays Start Date **End Date** Spots/Week Rating Rate - - T- - -Week: 10/08/12 10/14/12 \$800.00 1.30 22 KPNX 10/08/12 10/10/12 M-F 6-630p 6-630p MTW- - - -1 \$1,200.00 P-2 2.00 NM CM :30 \$1,200.00 12 News 6pm ARIZ NGHTLY NW- moved spot to M-W w/o 10/8 d/t debate 10/11 6-8p (no 6p news that day) **End Date** Weekdays Spots/Week Start Date Rate Rating 10/14/12 MTW- - - -Week: 10/08/12 1 \$1,200.00 2.00 23 KPNX 10/11/12 10/11/12 M-F Today Show 7-9a CM - - - T- - -:30 \$850.00 P-2 7-9a 1.70 NM \$850.00 **NBC Today Show TODAY SHW** Start Date **End Date** Weekdays Spots/Week Rate Rating 10/14/12 - - - T- - -\$850.00 Week: 10/08/12 1.70 M-F 3-4p - T- - - -24 KPNX 10/09/12 10/09/12 СМ 3-4p :30 \$500.00 P-2 1.30 NM \$500.00 Ellen **ELLEN** Weekdays Start Date **End Date** Spots/Week Rating Rate Week: 10/08/12 10/14/12 - T- - - -\$500.00 1.30 25 KPNX 10/09/12 10/09/12 M-F 4-5p CM 4-5p - T- - - -:30 2 \$500.00 P-2 1.10 NM \$1,000.00 12 News EVB 12 NEWS EVB LV Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/08/12 10/14/12 - T- - - -\$500.00 1.10 \$30.00 P-2 26 KPNX 10/09/12 10/09/12 M-F 430-5a - T- - - -:30 1 0.30 NM \$30.00 CM 430-5a 1 M-F 430-5a 12NWS TDY 430A< Start Date End Date Spots/Week Rating Weekdays Rate - T- - - -Week: 10/08/12 10/14/12 \$30.00 0.30 27 KPNX 10/09/12 10/09/12 M-F 5-530p CM 5-530p - T- - - -:30 \$800.00 P-2 1.30 NM \$800.00 M-F 5-530p 12 NWS 5 Weekdays Spots/Week Rating Start Date **End Date** Rate Week: 10/08/12 10/14/12 - T- - - -\$800.00 1.30 28 KPNX 10/09/12 10/09/12 СМ - T- - - -:30 \$1,200.00 P-2 2.00 NM M-F 6-630p 6-630p \$1,200.00 12 News 6pm ARIZ NGHTLY NW Weekdays Spots/Week Rating Start Date End Date Rate Week: 10/08/12 10/14/12 \$1,200.00 2.00 29 KPNX 10/09/12 10/09/12 M-F Today Show 7-9a CM 7-9a - T- - - -:30 \$850.00 P-2 1.70 NM \$850.00 **NBC Today Show TODAY SHW** Start Date **End Date** Weekdays Spots/Week Rate Rating - T- - - -Week: 10/08/12 10/14/12 \$850.00 1.70 30 KPNX 10/09/12 10/09/12 CM 2 \$4,000.00 P-2 \$8,000.00 8-9p - T- - - -:30 5.90 NM 2

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**KPNX** 

Order / Rev: 718967

Advertiser: NRCC-IE

Alt Order #: 06355357

Product Desc:

NRCC IE Flight 10/5-10/11, 2012

Flight Dates: 10/05/12 - 10/11/12 3266 Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
			Tue Prime B Go On/ The New	Norma								
GO ON	NEW NO	ORM	30 011, 1110 11011	TTOTTIC								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/14/12	- T		\$4,000.00	5.90						
31 KPNX	10/10/1	2 10/10/12	M-F 3-4p	CM	3-4p	<b>W</b>	:30	1	\$500.00 P-2	1.30 NM	1	\$500.00
ELLEN			Ellen									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				I		
Week: 10	/08/12	10/14/12	W	1	\$500.00	1.30						
32 KPNX	10/10/1	2 10/10/12	M-F 4-5p	CM	4-5p	<b>W</b>	:30	2	\$500.00 P-2	1.10 NM	2	\$1,000.00
40 NEV	VS EVB L	\ /	12 News EVB									
	งระงษา art Date	₋v End Date	Wookdovo	Spots/Week	Rate	Rating				1		
Week: 10		10/14/12	<u>Weekdays</u> W	2	\$500.00	1.10				ı		
		2 10/10/12	M-F 430-5a	CM	430-5a	W	:30	1	\$30.00 P-2	0.30 NM	1	\$30.00
			M-F 430-5a									
	TDY 43											
	art Date	End Date	<u>Weekdays</u> W	Spots/Week	Rate	Rating						
Week: 10		10/14/12			\$30.00	0.30 W	.20		\$000.00 D.0	4 20 NM	1	<b>#</b> 000 00
34 KPNX	10/10/1	2 10/10/12	M-F 5-530p M-F 5-530p	CM	5-530p	VV	:30	1	\$800.00 P-2	1.30 NM	1	\$800.00
12 NW	S 5		шт о осор									
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/14/12	W	1	\$800.00	1.30						
35 KPNX	10/10/1	2 10/10/12	M-F 6-630p	CM	6-630p	W	:30	1	\$1,200.00 P-2	2.00 NM	1	\$1,200.00
ARI7 N	GHTLY N	J\//	12 News 6pm									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				İ		
Week: 10		10/14/12	W	1	\$1,200.00	2.00				I		
36 KPNX	10/10/1	2 10/10/12	M-F Today Show	7-9a CM	7-9a	W	:30	1	\$850.00 P-2	1.70 NM	1	\$850.00
T05 **			NBC Today Show	N								
TODAY	_	End Data	Waalidaya	Cnoto/Mc-l-	Dota	Doting						
Sta Week: 10	art Date /08/12	End Date 10/14/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$850.00	Rating 1.70						
*Tax 1 Note:					ψοσο.σο	1.70				Totals	46	¢42.250.00
rax rivote:	1 ax U.5%	0.								i UlaiS	40	\$43,350.00